

City of San Marcos Master Plan

Visioning Workshop – September 20th, 2007



**BROADDUS
& ASSOCIATES**
INNOVATIVE PROJECT MANAGEMENT AND CONSULTING

TOWNSCAPE, Inc.



Presentation Outline

Introduction

Market Analysis & Economic Development

Lessons Learned

- Creative Class
- Town Planning Precedents

Planning Principles

Big Ideas



Process

1-KICK-OFF MEETING

- City Planning Department (5)
- Downtown Master Plan Task Force (5)

MAR 26, 2007



2-INITIATION WORKSHOP

- Community Forum #1 (54)

APR 24, 2007



3-ANALYSIS WORKSHOP

- Public Safety (1)
- Water/Waste Water (1)
- Assistant City Managers (2)
- Main Street/Downtown Association (4)
- Texas State (3)
- Public Works/Airport/Electric (4)
- Engineering (3)
- Commuter Rail District (2)
- Public Forum #2 (52)
- Community Walking Tour (25)
- Planning & Zoning Presentation (9)

MAY 21, 2007



MAY 22, 2007



Process

4-VISION WORKSHOPS

- Community Forum #3 (49)
- Mayor Work Session (1)
- Community Forum #4 (TBD)

AUG 8, 2007

SEP 7, 2007

SEP 20, 2007

DEVELOPMENT WORKSHOP

TBD

REFINEMENT WORKSHOP

- Final Plan

TBD



Process

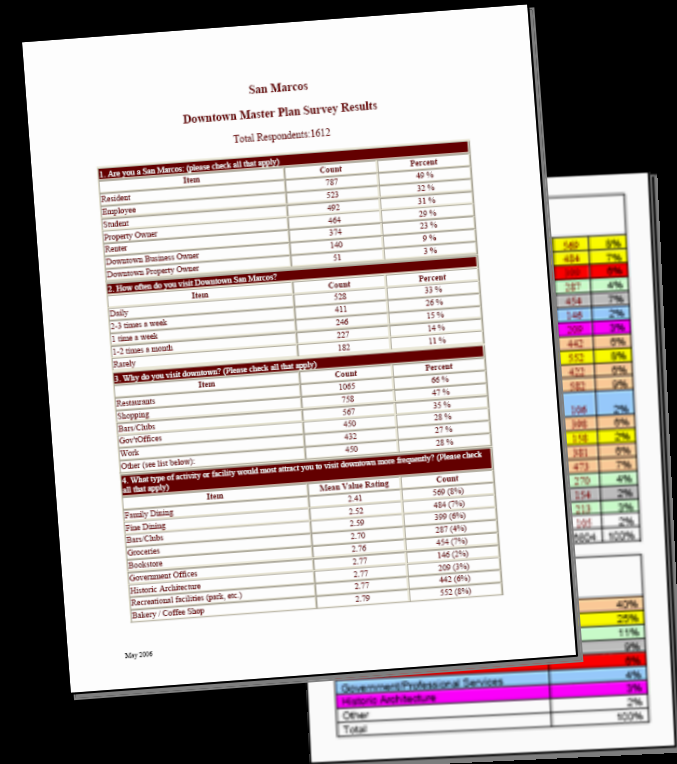
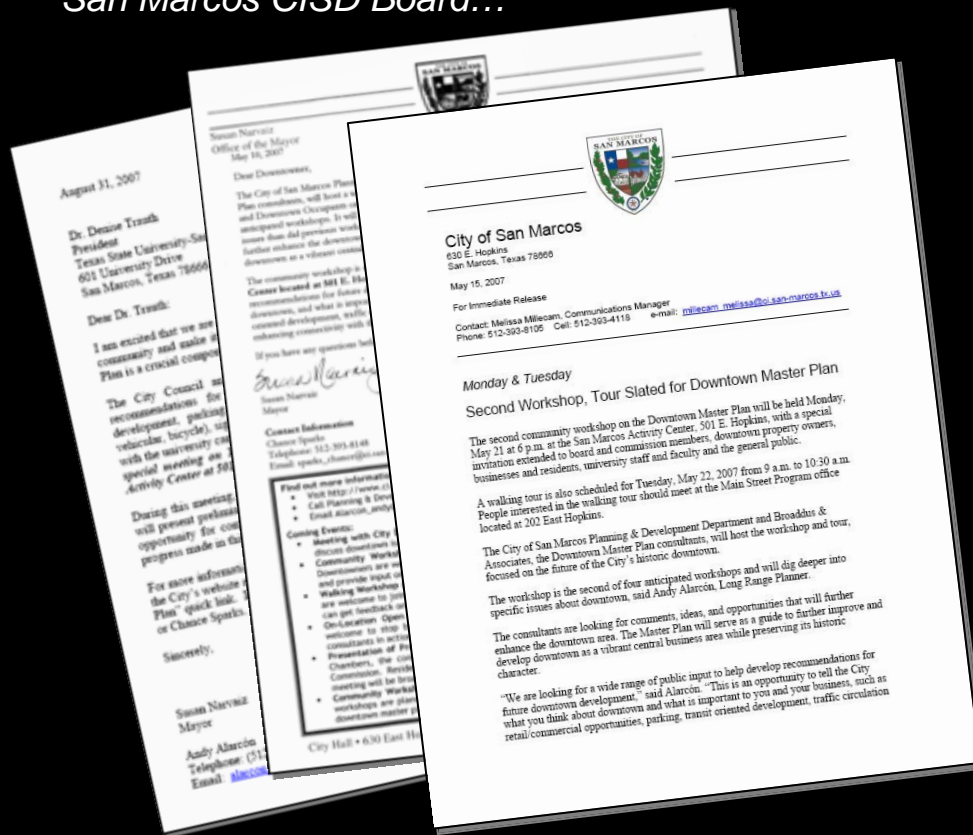
COMMUNITY OUTREACH

Community Forums

- Press Releases
- Stakeholder Invitations:

Property Owners, Businesses, City Boards & Commissions, Planning & Zoning Commission, Texas State Administration/ Faculty, Texas State Students, Hays County Commissioners, San Marcos CISD Board...

Stakeholder Surveys (prior to project initiation)



Process

COMMUNITY OUTREACH

- Downtown Master Plan Web Page
 - Past presentations
 - Workshop notes
 - Downtown survey results
 - Planning sketches
 - Task Force members
 - Master Plan study area

CITY OF
San Marcos
TEXAS



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Planning and Development

Downtown Master Plan

Contact: Andy Alarcón, Chief Planner, 512-393-8230



Hopkins Street in the evening

Hopkins Street in early evening (Photo by Melissa Millecam)



Downtown Master Plan Visioning Work Session

QUICK LINKS

- [PLANNING HOME](#)
- [CDBG](#)
- [Citywide Rezoning Completed 2005](#)
- [Building Inspections & Building Requirements](#)
- [Planning and Zoning Commission Agendas](#)
- [*LIVE P&Z Commission Video Stream \(When in session\)](#)
- [Previous Planning & Zoning Comm. Meeting Video Streams](#)
- [Annexations](#)
- [Impact Fee Ordinance](#)
- [Code of Ordinances](#)
- [Applications and Forms](#)
- [Comprehensive Planning](#)
- [Historic Preservation](#)
- [Land Development](#)

[GIS WebMap Project](#)

DOCUMENTS

- [San Marcos Today](#)
- [Demographic](#)

<http://www.ci.san-marcos.tx.us/departments/planning/DowntownMasterPlan.htm>

the Planning & Zoning Commission and other interested community members in a dialogue about potential master plan recommendations.

The work session involved a four part presentation that included:

1. [Place Making & the Creative Class \(Townscape/Broadbus\)](#)
2. [Market Analysis & Economic Development Considerations \(TIP Strategies\)](#)
3. [Planning Guiding Principles \(Townscape/Broadbus\)](#)

Process

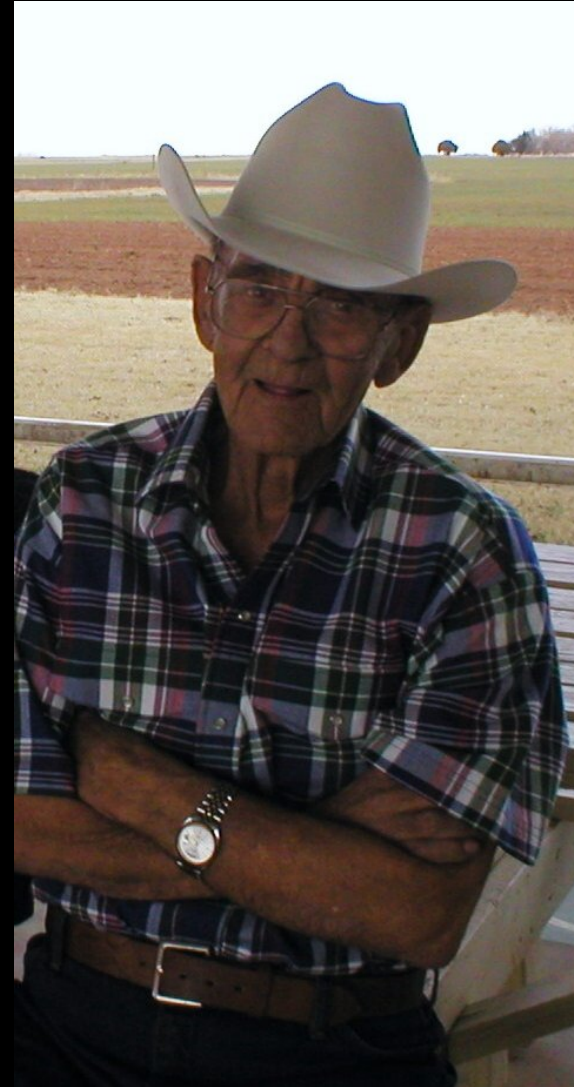
COMMUNITY OUTREACH



Process

WHO SHOULD BE INVOLVED?

“I’m against anything
I’m not in on.”



Who should be involved?

“I’m against anything
I’m not in on.”

